

# Marketing Insider Review

## WE ARE

We are a different, fresh, and professional magazine, reader-oriented, aiming to create the most influential marketing network in the Spanish-speaking world.



The image shows the front cover of the Marketing Insider Review magazine. The cover has a vibrant, abstract background with overlapping vertical bands of red, orange, yellow, green, and blue. In the top left corner, there is a white graphic element consisting of three vertical bars of increasing height, followed by the text "Marketing Insider Review" in a bold, white, sans-serif font. Below this, in a smaller white box, is the word "A FONDO". The central feature is a portrait of a woman with long dark hair, wearing a light-colored top. To the right of the portrait, the name "MARTA GUTIÉRREZ" is printed in large, bold, white capital letters, with "SENIOR VICEPRESIDENT DE OGLIVY" in smaller letters below it. A quote in Spanish follows: "ESPAÑA: «TENER UN CONOCIMIENTO EXHAUSTIVO DE QUIÉN NOS CONSUME VUELVE A SER FUNDAMENTAL». In the bottom right corner, there is a white box containing the text "MKT & WOMEN" above the name "BELÉN DEL HOYO" in large, bold, white capital letters, with "PR MANAGER AT PANDORA JEWELLERY SPAIN" and the quote "EN PANDORA DAMOS VOZ A LAS PASIONES DE LA GENTE" below it. At the bottom left, the word "EDITORIAL" is printed in large, bold, white capital letters, with the subtext "EL MARKETING ES IMPRESCINDIBLE EN ENTORNOS VUCA." in smaller letters below it. The bottom right corner contains the website address "www.marketinginsiderreview.com".

**Marketing  
Insider  
Review**

A FONDO

**MARTA GUTIÉRREZ**  
SENIOR VICEPRESIDENT DE OGLIVY

ESPAÑA: «TENER UN CONOCIMIENTO EXHAUSTIVO DE QUIÉN NOS CONSUME VUELVE A SER FUNDAMENTAL»

MKT & WOMEN

**BELÉN DEL HOYO**  
PR MANAGER AT PANDORA  
JEWELLERY SPAIN  
"EN PANDORA DAMOS VOZ A LAS PASIONES DE LA GENTE"

**EDITORIAL**  
EL MARKETING ES IMPRESCINDIBLE  
EN ENTORNOS VUCA.

www.marketinginsiderreview.com



# OUR PILLARS

## MISSION

To provide high-value content to marketing professionals to improve their activities and add more value to companies and society

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## VISION

To become audience leaders and executive-level benchmarks as an essential marketing magazine in the Spanish-speaking world



# NUESTROS VALORES

EXCELLENCE

LEADERSHIP

TRUST

QUALITY

“

REFLECTION

**"THE ONLY SOURCE OF  
SUSTAINABLE COMPETITIVE  
ADVANTAGE IS NOT PRODUCTS OR  
SERVICES. IT IS NOT ABOUT SELLING  
PRODUCTS OR SERVICES, BUT  
EXPERIENCES."**

- PHD DAVID DE MATÍAS BATALLA



# VALUE PROPOSITION

## Introduction

**Marketing Insider Review** is an editorial proposal based on quality, rigour, transparency, credibility, and reader orientation.

# Target

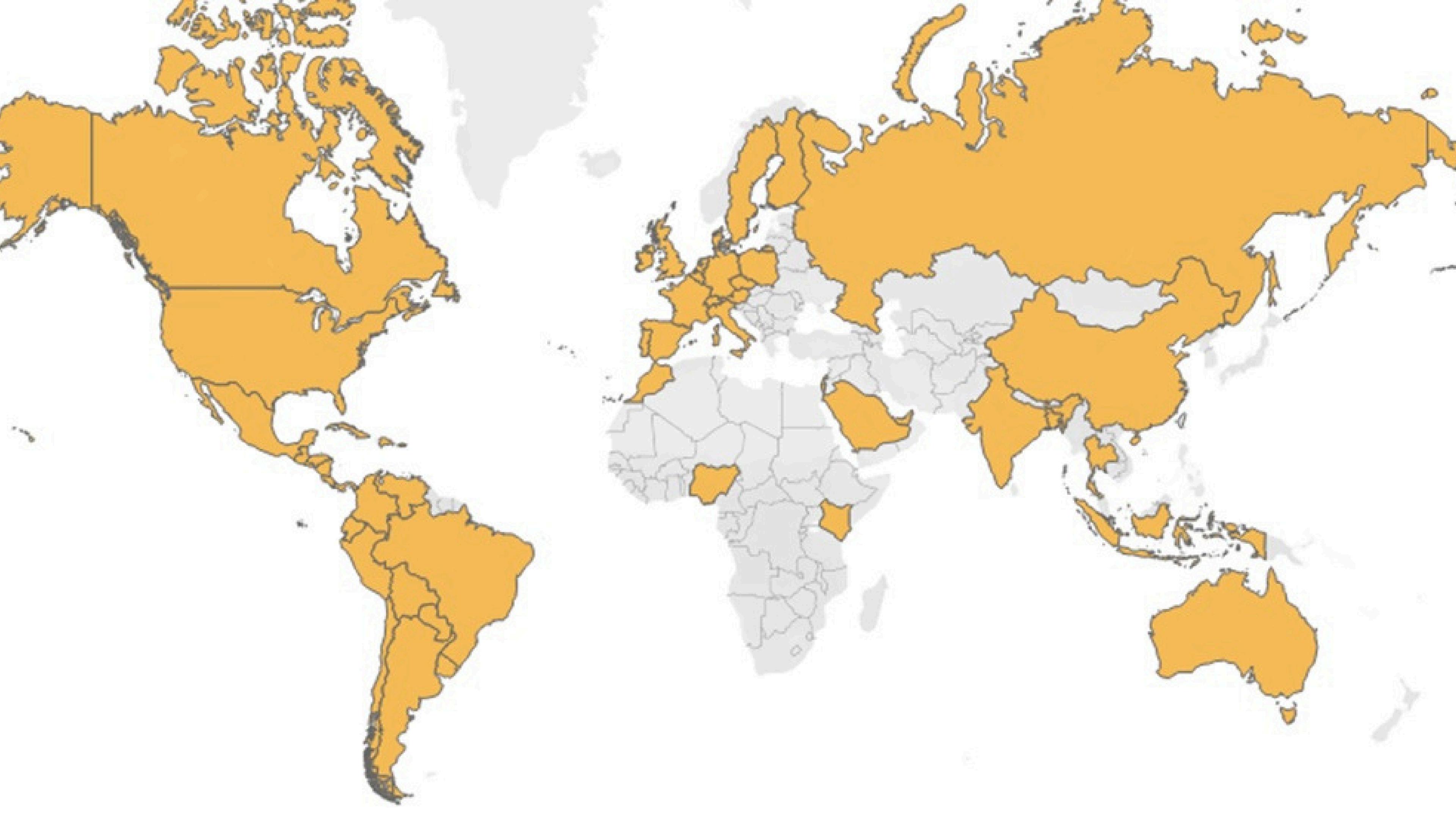
## Who is our audience?

**Marketing Insider Review** is created by and for Marketing Directors, middle management, and marketing professionals with promotion aspirations, providing valuable content for decision-making





## **Impact of MIR in the world**



# Contents

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THE KEY TO SUCCESS IN THE 21ST  
CENTURY IS TO BE ECLECTIC AND  
COMBINE THE TRADITIONAL WITH THE  
DIGITAL.

# CATEGORIES

## **Current Affairs**

Agencies/Branding/Campaigns/Communication  
/FMCG/Sports Mkt/Social Mkt/Tourism  
Mkt/News/Trends

## **In Depth**

Interviews with highly experienced  
professionals in key roles

## **Technology**

Tools / Marktech / TechTrends / Gaming &  
Streaming / Metaverse

## **Sales & eCommerce**

Sales / eCommerce / Marketplaces

## **Digital Marketing**

Analytics/Web & App/Insights/Email Mkt/Search  
Engine Mkt/Content Mkt/Social Media

## **Mkt & Women**

Interviews with influential women/Campaigns  
by and for women

## **Talent**

Confidential / Training / Profiles

## **Entrepreneurship**

Success stories/Strategies/Growth  
Hacking/Insider Labs

# CATEGORIES

## Latin America

### México

Marketing  
Digital Marketing  
Digital Transformation  
Business

### Andina

Marketing  
Digital Marketing  
Digital Transformation  
Business

### Cono Sur

Marketing  
Digital Marketing  
Marketing 4.0  
Startups

## Events & Networking

Interview  
MICE sector  
Tourism  
Conferences  
Congresses  
Events  
Networking

## Afterworks

Opinion pieces by experts in the field

# Afterwork

## Opinion column

Experts from different areas of marketing, communication, business, events and entrepreneurship share their knowledge and experience.

### Todos los artículos de opinión de After Works



#### ¿Cómo sacar partido al talento joven?

'¿Cómo sacar partido al talento joven?', tribuna de opinión escrita por Virginia Luca de Tena Sanguino, directora de la Fundación Mahou San Miguel.



#### Del Black Friday al Black November: la evolución de las oportunidades de compras

Del Black Friday al Black November: La Evolución de las Oportunidades de Compras, tribuna de Fabiana Fuenmayor, Account Manager Team Leader en RBT House España.



#### Cómo el marketing ha revolucionado el consumo en el Black Friday

'Cómo el marketing ha revolucionado el consumo en el Black Friday', tribuna de opinión escrita por Pablo José López Tenorio, director del Máster Universitario en Dirección de Marketing Internacional en UNIE Universidad.



#### Una correcta estrategia en el Black Friday de Amazon, clave para incrementar más de un 200% las ventas

'Una correcta estrategia en el Black Friday de Amazon, clave para incrementar más un 200% las ventas', tribuna de opinión escrita por Leannis Lebrón M. Key, Account Manager de Dendary by MioGroup.



#### Influence Marketing: Las claves para construir notoriedad de marca de forma eficaz y creíble

'Influence Marketing: Las claves para construir notoriedad de marca de forma eficaz y creíble' es una tribuna de opinión de Andrea Vales, Directora de Cuentas de Ogilvy PR.



#### La eclosión de la IA generativa regala una segunda vida a las encuestas como herramientas de marketing

Emili Bonilla, socio de SDG Group, escribió la tribuna de opinión 'La eclosión de la IA generativa regala una segunda vida a las encuestas como herramientas de marketing'.



#### Miguel Fernández-Gil

Country Manager  
PubMatic Spain



#### Adrián Lurbe

Director Creativo  
Semy Alliance Latinoamerica



#### Anna Bayón Orcajo

Head of Social Media  
Esmafrica

# Events & Networking

We discuss event management, protocol, expert interviews, event calendars, press releases, and advertorials.



# #MKTTalks

**Experience, the mother of  
all sciences**

We develop in-depth interviews for  
YouTube and debates with  
professionals from Spain and Latin  
America.



# Magazine

## The sustainable magazine

Quarterly magazine in PDF format featuring the most interesting articles and impactful interviews of the month.

(first issue January 2021)





# Newsletter

## Weekly impacts

We have a database of thousands of contacts who read us every month.

# NUESTROS CANALES



WEBSITE



LINKEDIN  
> 10.000 FOLLOWES

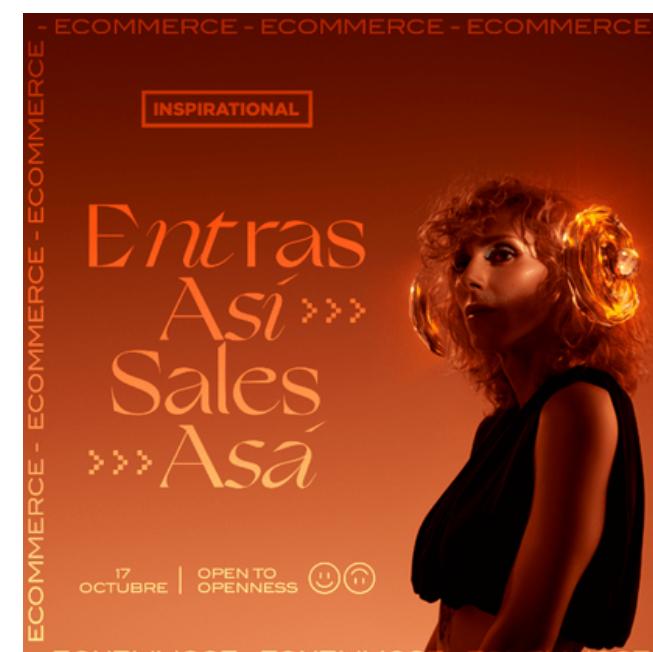


X  
> 1.500 FOLLOWERS



FACEBOOK

# WE ARE MEDIA PARTNER



# DOMAIN RATING

## Perfil de backlinks de <https://www.marketinginsiderreview.com>

X

Dominio incluido subdomains. Un enlace por dominio



Clasificación  
del dominio

55



Clasificación  
de la URL

Consigue gratis  
UR con [Barra de  
herramientas de  
SEO de Ahrefs](#)

Backlinks i

1.7K

94% dofollow

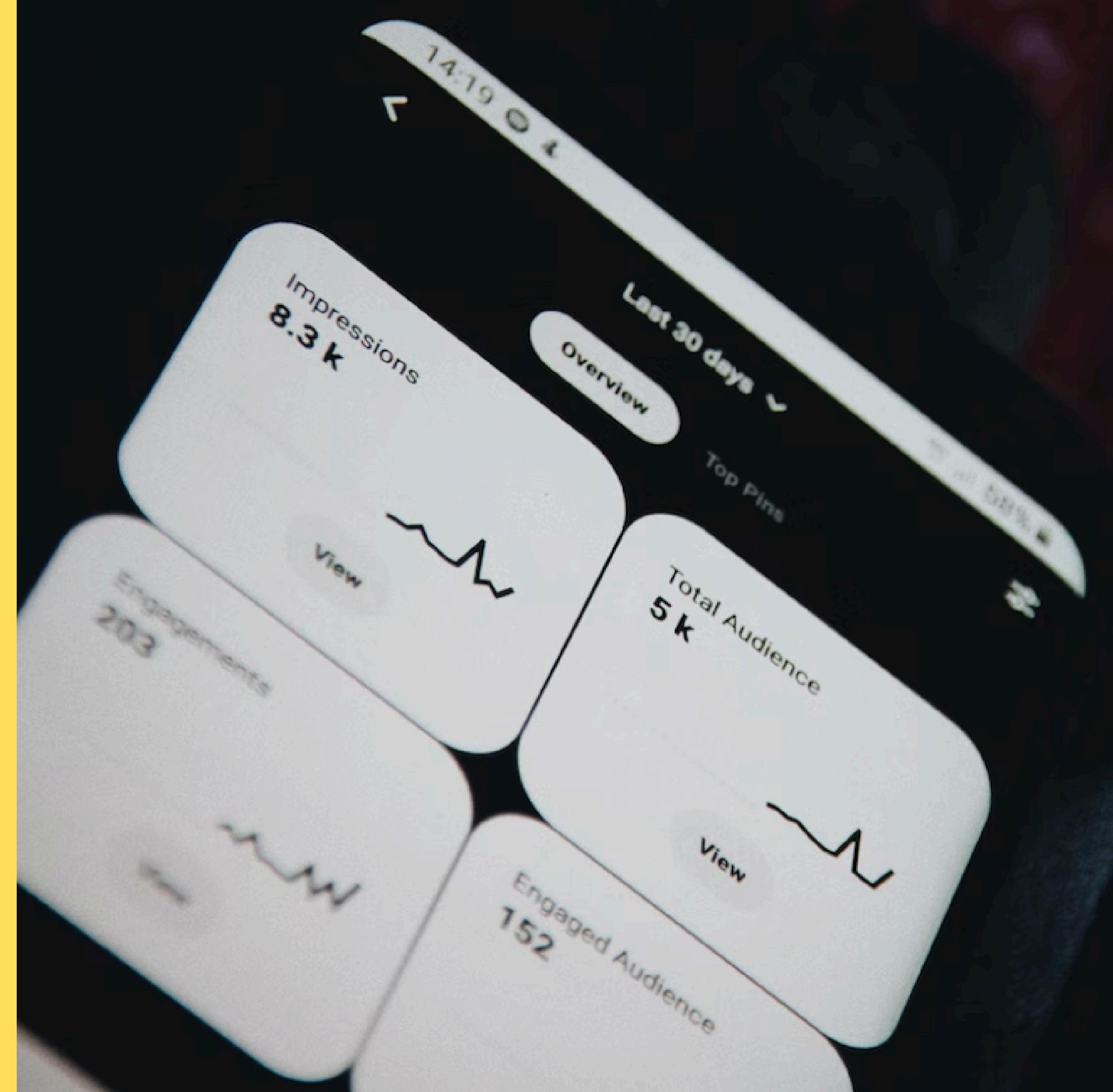
Sitios web que  
enlazan

294

89% dofollow

**Domain Rating (DR) is a metric that measures the strength and popularity of a website, from 0 to 100. Rock Content considers a DR of 60 or above to be 'excellent'. In our six years of existence, we have managed to consolidate our position with a DR of 55 and links (without paying for them) from websites such as Wikipedia, HubSpot, Ogilvy, Podimo, Epsilon and others that cite and link to our content.**

# Statistics



## PRINCIPALES KPI'S

200k page views  
per month

260k page views  
per month, peaking  
in October 2023  
(450k)

10.5% bounce rate

77k unique  
users/month

1 minute and 25  
seconds spent on  
each page

11.5% of interactions

## Marketing Insider Review

N D O

Isa Rivera

inetwork

RETOS PARA CONTAR A LOS CONSUMIDORES  
QUE LAS PROPUESTAS SON IDÓNEAS

Los consumidores no compran  
porque no tienen una razón

Los consumidores no compran  
porque no tienen una razón

Miriam

Díazco

Los consumidores no compran  
porque no tienen una razón

## EDITORIAL

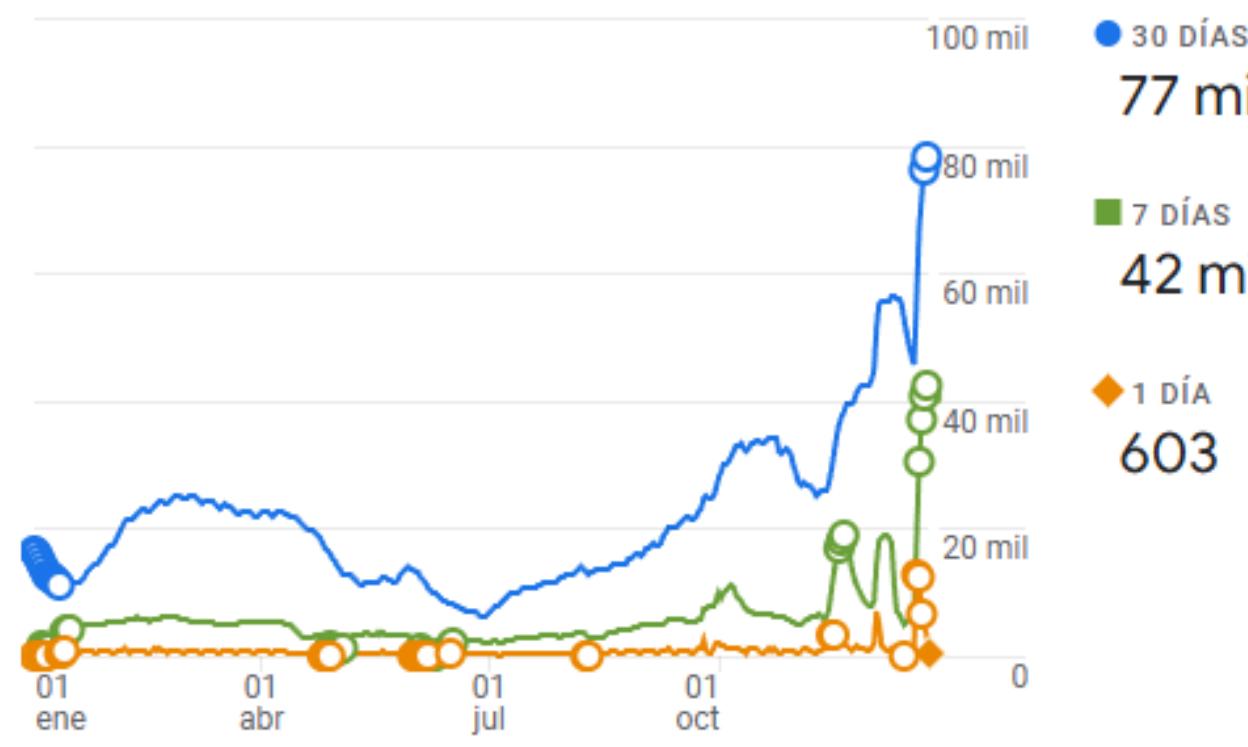
EL CRM COMO NÚCLEO DE LA TOMA DE DECISIONES DE LA FMI

www.marketinginsiderreview.com

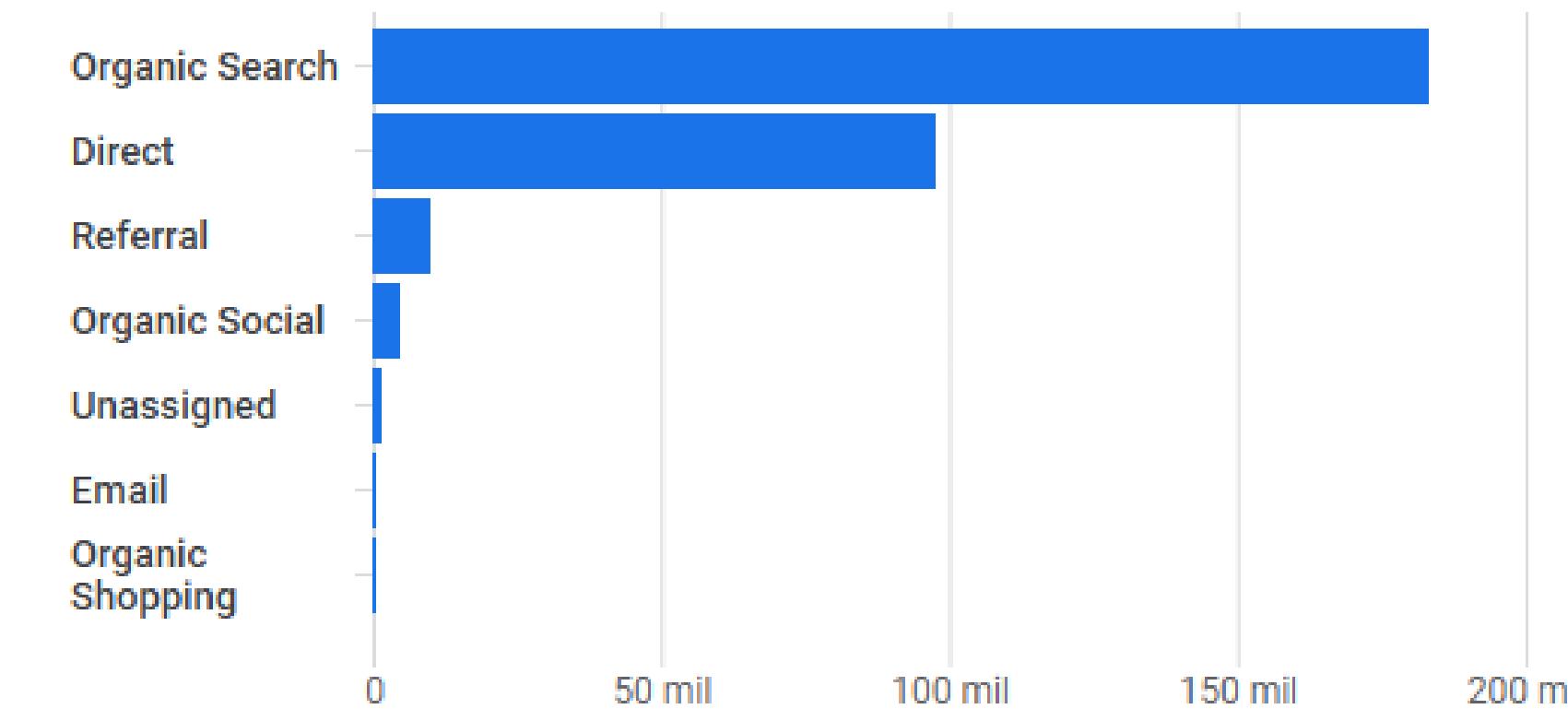


# OTHER INDICATORS

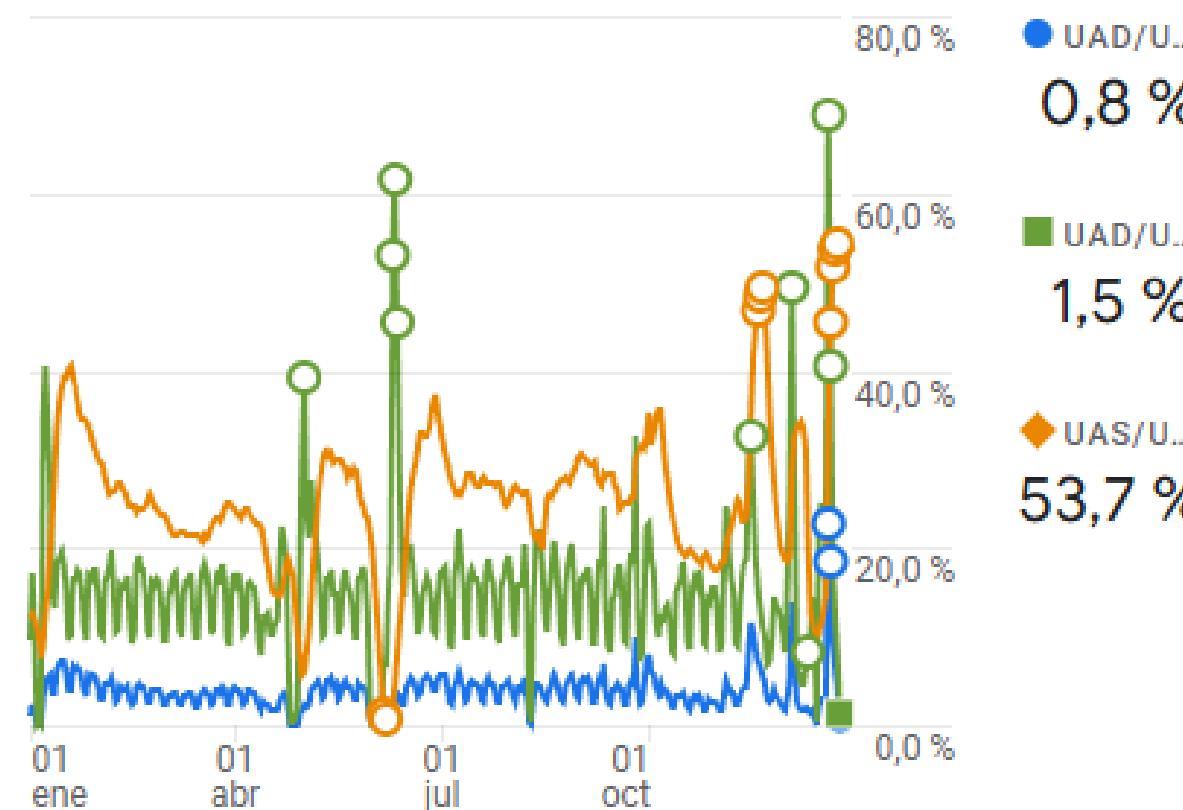
## New user activity



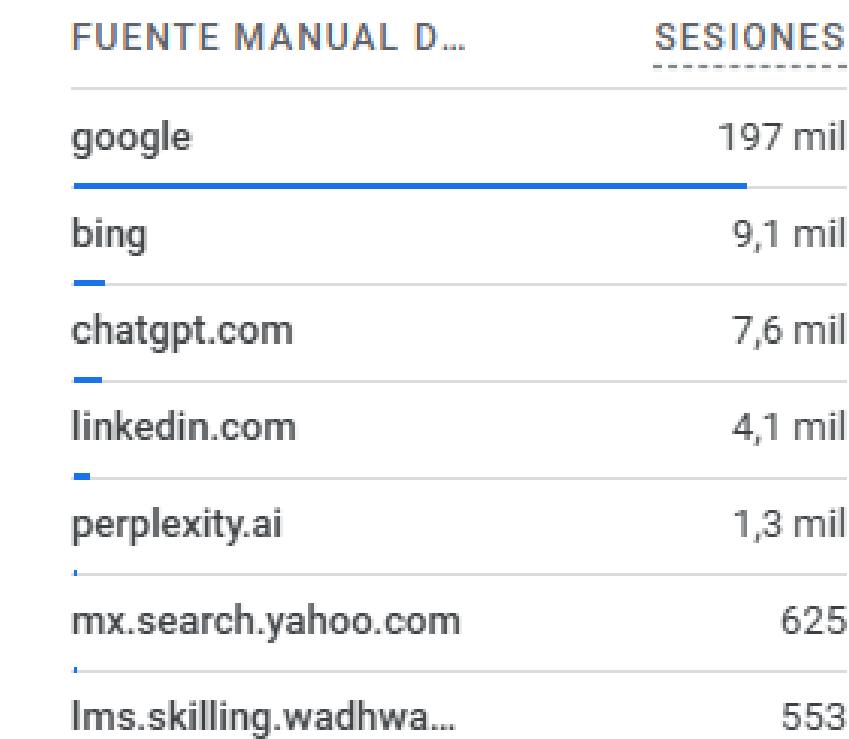
## New users per channel



## User loyalty



## Home page

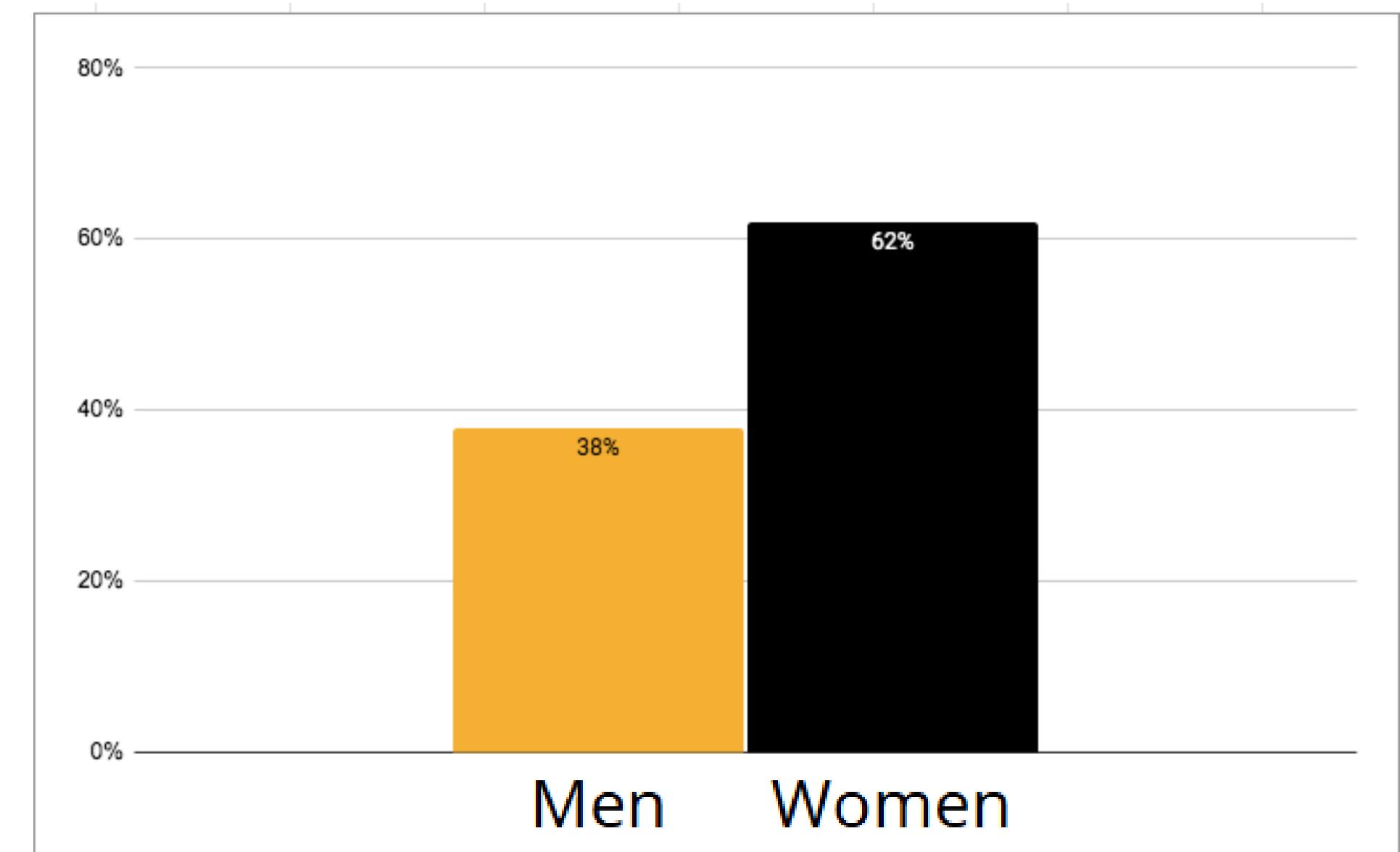


# SESSIONS FROM AI TOOLS

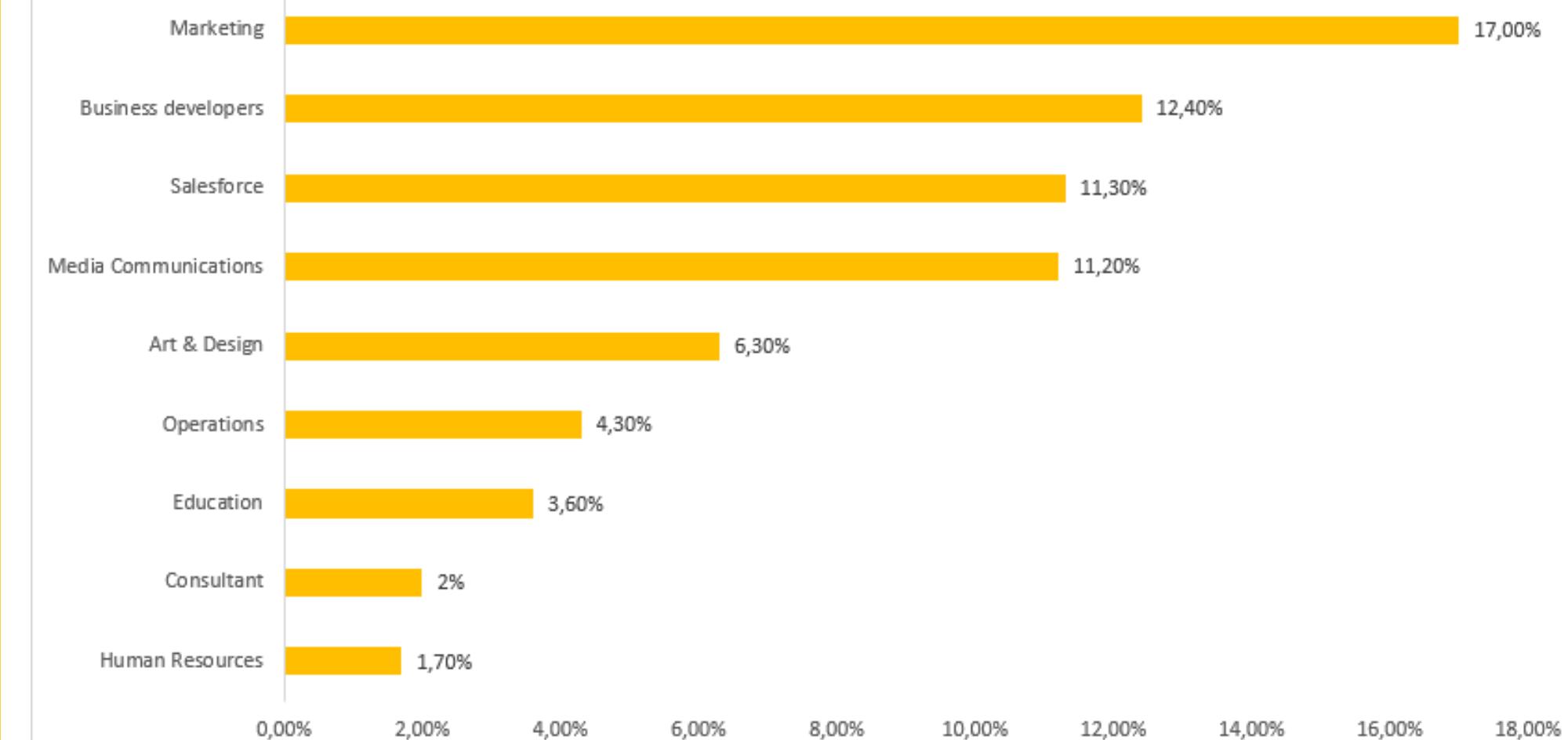
IN THE LAST YEAR, SESSIONS FROM ANSWERS OF AI TOOLS (CHATPGT) WERE HIGHER THAN SOCIAL MEDIA (LINKEDIN).

FUENTE MANUAL D...	SESIONES
google	197 mil
bing	9,1 mil
chatgpt.com	7,6 mil
linkedin.com	4,1 mil
perplexity.ai	1,3 mil
mx.search.yahoo.com	625
lms.skilling.wadhwa...	553

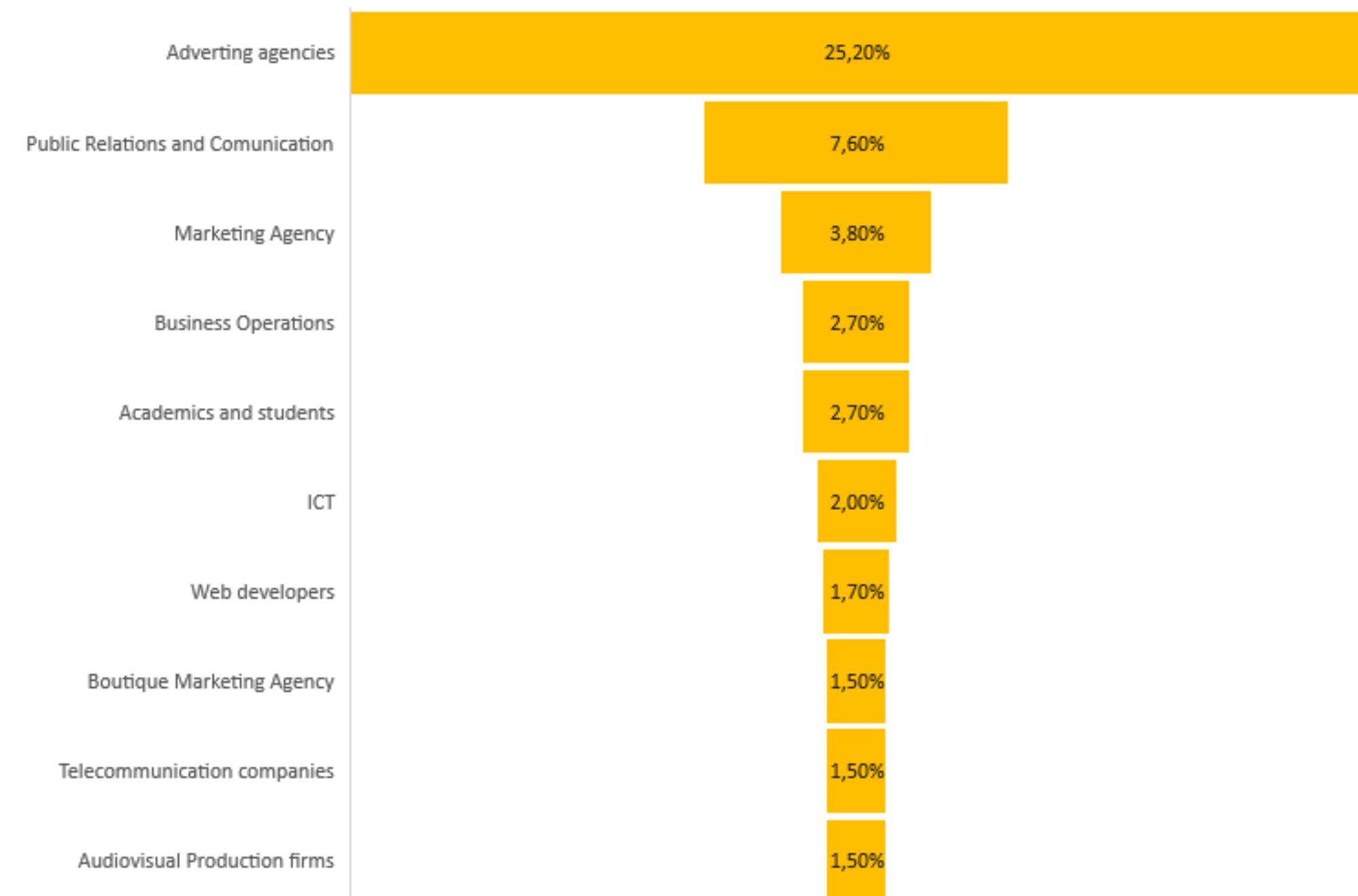
# AUDIENCE BY GENDER



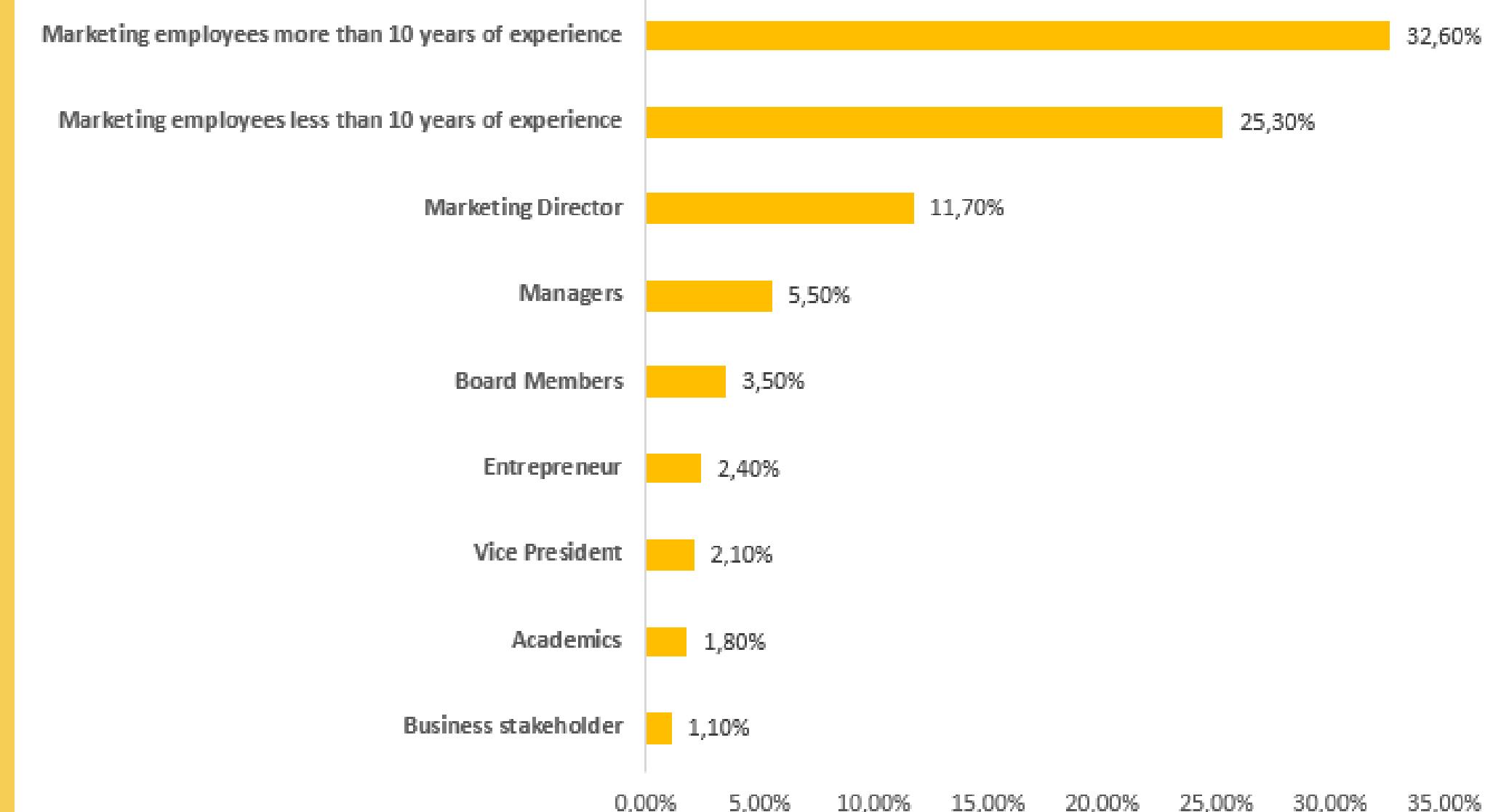
# AUDIENCE BY LABOUR CATEGORY



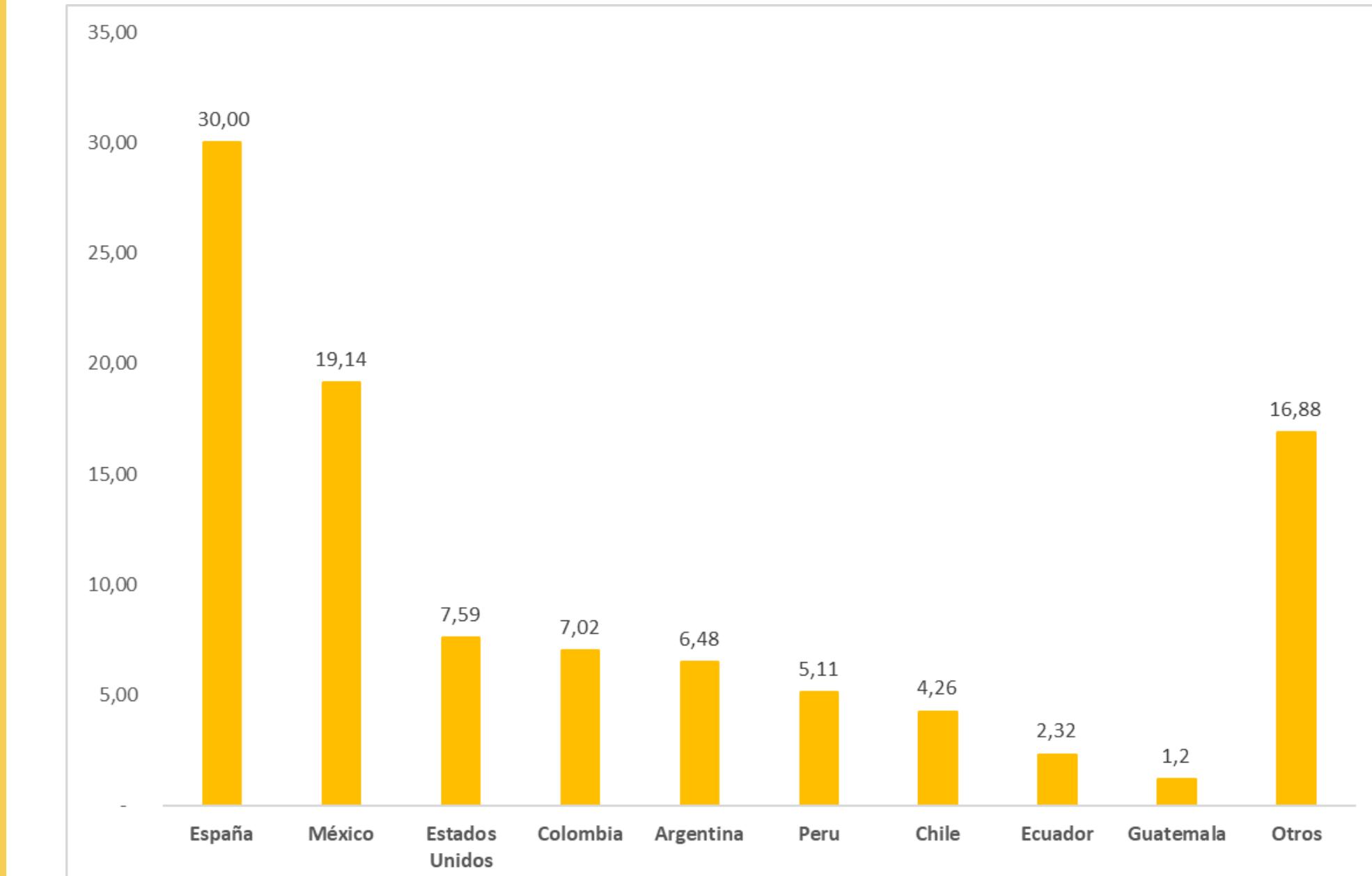
# AUDIENCE BY SECTOR



# AUDIENCE BY WORK RESPONSABILITY



# AUDIENCE BY COUNTRIES



# MEDIA KIT

## WEB

## DISPLAY

## PRICES

Content to pay	Size	Format	Price (taexes included)
<b>Banner Home 1st position</b>	<b>640x450 px</b>	<b>jpg/png/gif</b>	<b>750€/month</b>
<b>Banner Home 2nd position</b>	<b>1300x600 px</b>	<b>jpg/png/gif</b>	<b>500€/month</b>
<b>Banner Home Category 1st position</b>	<b>640x450px</b>	<b>jpg/png/gif</b>	<b>600€/month</b>
<b>Banner Home Category 2nd position</b>	<b>1300x600 px</b>	<b>jpg/png/gif</b>	<b>450€/month</b>
<b>Banner Home Subcategory 1st position</b>	<b>640x450 px</b>	<b>jpg/png/gif</b>	<b>500€/month</b>
<b>Banner Home Subcategory 2nd category</b>	<b>1300x600 px</b>	<b>jpg/png/gif</b>	<b>400€/month</b>
<b>Banner lateral (all articles)</b>	<b>300x600 px</b>	<b>jpg/png/gif</b>	<b>1.000€/month</b>
<b>Banner in article</b>	<b>700x150 px</b>	<b>jpg/png/gif</b>	<b>800€/month</b>
<b>Banner in newsletter</b>	<b>700x150 px</b>	<b>jpg/png/gif</b>	<b>300€/week</b>

# MEDIA KIT

# WEB

# CONTENT

# PRICES

Content to pay	Price (taexes included)
<b>Simple press release</b>	<b>20€</b>
<b>Unlimited press releases</b>	<b>450€/month</b>
<b>Post In Socia Media</b>	<b>50€/post</b>
<b>Interview</b>	<b>200€</b>
<b>Vídeo interview</b>	<b>400€</b>
<b>Section sponsorship</b>	<b>1.500€/month</b>
<b>Sub section sponsorship</b>	<b>1.200€/month</b>
<b>Report</b>	<b>250€</b>
<b>Featured newsletter content</b>	<b>50€</b>
<b>Non-featured content newsletter</b>	<b>30€</b>

# MEDIA KIT MAGAZINE PRICES

Content to pay	Format	Price (taxes included)
<b>Double-page advertisement</b>	pdf/jpg/png	<b>600€</b>
<b>Advertise a page</b>	pdf/jpg/png	<b>400€</b>
<b>Half-page advertisement</b>	pdf/jpg/png	<b>200€</b>
<b>Front page advertisement</b>	pdf/jpg/png	<b>800€</b>
<b>Back cover advertisement</b>	pdf/jpg/png	<b>700€</b>
<b>Article</b>		<b>100€</b>
<b>Interview</b>		<b>450€</b>
<b>Report</b>		<b>300€</b>

# MARKETING INSIDER REVIEW

**The magazine that inspires  
tomorrow's leaders**

Major brands are backing Marketing  
Insider Review



# WHO WE ARE



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BATALLA

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*Founder*



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